Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

editorial mission

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 150,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: 150,000
QUARTERLY :: FULL COLOR :: 48 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability
FSC® CERTIFICATION

digital versions
WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS :: PODCASTS

circulation + distribution

A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
gender

Male: 51%
Female: 49%

age distribution

under 20: < 1% 21–25: 6% 26–30: 10%
31–40: 20% 41–50: 21% 51–60: 22%
61–70: 12% over 71: 9%

level of education (alumni)

Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

market areas

Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11% (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d'Alene: 10% (and adjacent counties)
Pullman/Moscow: 6% (and adjacent counties)
N. California: 4% S. California: 4%
other Idaho: 2% NY/New England: 2%
Arizona: 2% Texas: 1% Washington DC: 1%
other US: 11% other int’l: < 1%

sample stories + departments

Looking for early autism

To boldly go

A storied place in rock and roll

It all adds up

A legacy of “getting things done”

Cohousing really connects

How Master Gardeners went global

Feed the world and do it right

A slow burn for a NW icon?

Food for a changing climate

Re-envisioning a town’s future

New fuels to fly by

contact: Lowell Ganin  |  c: 520-307-1759  |  w: 206-717-5808  |  lowell@everedify.com
The impact of wildfire smoke on people with asthma. Artificial intelligence and advanced technology in agriculture. Ceramic art projects that collaborate with diverse populations

BY WSM STAFF
2322 WASHINGTON STATE MAGAZINE SPRING 2023

Investing in invention
It’s in the blood
Spreading the crimson gospel
Let’s talk turkey

departments
in season
Scapes and scallions
The salmon king
A rock star of the grains
Let’s talk turkey

sports
The long kick
Getting back in the saddle
Spreading the crimson gospel
It’s in the blood

alumni profiles
Investing in invention
Taking the lead
A Native comic
Heroes around every corner

frames FROM VIDEO
PICNICKING ON THOMPSON FLATS ON THE PULLMAN CAMPUS

in the Northwest

Profiling people

places

and possibilities
ad sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Two-page spread (no bleed)</td>
<td>16.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>Full-page (bleed)*</td>
<td>8.375&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3-page (bleed)*</td>
<td>5.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>2/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>9.125&quot;</td>
</tr>
<tr>
<td>1/2-page (bleed)*</td>
<td>8.375&quot;</td>
<td>5.25&quot;</td>
</tr>
<tr>
<td>1/2-page (no bleed)</td>
<td>7.125&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>Business card (no bleed)**</td>
<td>2.125&quot;</td>
<td>3.5&quot;</td>
</tr>
</tbody>
</table>

*Bleed Specifications*: Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

Ad Grid Margins: All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**The business card ad has special specifications.

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Coated (SWOP) v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork. Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

Submission Instructions

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
### Ad Rates

<table>
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<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
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<tbody>
<tr>
<td>two-page spread</td>
<td>$7,430</td>
<td>$7,060</td>
<td>$6,705</td>
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<tr>
<td>full-page</td>
<td>$4,150</td>
<td>$3,945</td>
<td>$3,745</td>
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<tr>
<td>2/3-page</td>
<td>$3,485</td>
<td>$3,310</td>
<td>$3,145</td>
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<td>1/2-page</td>
<td>$2,655</td>
<td>$2,520</td>
<td>$2,395</td>
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<tr>
<td>1/3-page</td>
<td>$2,075</td>
<td>$1,970</td>
<td>$1,875</td>
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<tr>
<td>business card</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
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</table>

Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

### Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Ad Due</th>
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<tbody>
<tr>
<td>February 2024 (Spring)</td>
<td>10/20/23</td>
<td>12/1/23</td>
</tr>
<tr>
<td>May 2024 (Summer) - exclusive distribution</td>
<td>1/26/24</td>
<td>3/8/24</td>
</tr>
<tr>
<td>August 2024 (Fall)</td>
<td>4/19/24</td>
<td>5/31/24</td>
</tr>
<tr>
<td>November 2024 (Winter)</td>
<td>7/26/24</td>
<td>9/6/24</td>
</tr>
</tbody>
</table>

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

**Available on Request**

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.
**MAGAZINE STAFF**

*Editor:* Larry Clark ’94  
*Associate Editor:* Adriana Janovich  
*Art Director:* John Paxson  
*Science Writer:* Becky Kramer  
*Contributing Writers:* Alysen Boston, Addy Hatch

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**Kudos**

From its very first issue, *Washington State Magazine* has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.

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**Legal Stuff**

**Advertising Restrictions**

*Washington State Magazine* reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:

- casinos, gambling, or other wagering companies, websites, or facilities
- websites or publications containing adult or pornographic content

Additionally, postal regulations prohibit *Washington State Magazine* from accepting **print advertising** for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

**Delivery Address**

*Washington State Magazine* Advertising  
Information Technology Building, Room 2013  
Washington State University  
PO Box 641227  
Pullman, WA 99164-1227